

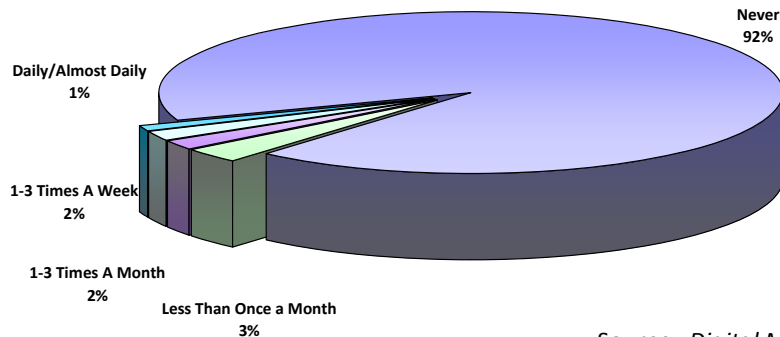
**Synopsis**

The mobile TV market is beginning to take shape following key events in both the U.S. and Europe. Spectrum is being allocated, technologies chosen, and services launched. This report analyzes the latest trends and how they will impact development of the mobile TV market. It also provides Parks Associates' latest consumer data on the subject, updated forecasts, and the most current information about key players in the market.

**Use of Mobile TV on a Cell Phone**

**Mobile TV Usage**

"How often do you do the following? -Watch live TV on your cell phone"  
(Among broadband HHs using mobile phones)



Source: *Digital Media Habits II*  
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**Publish Date:** 3Q 08

"Much of the dust within the mobile TV world is now settling," said John Barrett, director of research with Parks Associates. "The key technologies, markets, and players are all becoming apparent. What remains to be seen is whether consumers will watch."

**Contents**

**The Bottom Line** is a concise, executive-level summary of the current state of the market, evolutionary path, and the implications for companies doing business in this space.

A Parks Associates' **Resource Book** contains a wealth of consumer survey data and company profiles—a must-have reference for product/market planning.

**The Bottom Line**

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**Attributes**

**Parks Associates**  
 5310 Harvest Hill Road  
 Suite 235  
 Lock Box 162  
 Dallas TX 75230-5805  
  
 800.727.5711 toll free  
 972.490.1113 phone  
 972.490.1133 fax  
  
 parksassociates.com  
 sales@  
 parksassociates.com

Authored by John Barrett, Yilan Jiang  
 Executive Editor: Tricia Parks  
 Published by Parks Associates

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 Dallas, Texas 75230

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Printed in the United States of America.

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